

CLAIMS

1. Process for printing on a substrate, where the substrate (11) is moved through at least one printing unit (10) used to print a static or unchanging image, characterized in that the
5 substrate (11) is moved through at least one printing device (12, 13) installed inline with the printing unit (10) or with each printing unit so that the static image can be individualized by the addition of at least one dynamic or changing image.

2. Process according to claim 1, characterized in that at least the functionality "color" is printed in the printing unit (10) or in each printing unit used to print the static or
10 unchanging image.

3. Process according to claim 1 or claim 2, characterized in that at least one functionality different from the functionality "color" is printed in the printing device (12, 13) or in each printing device used to print the dynamic or changing image.

4. Process according to claim 3, characterized in that, as the functionality different
15 from the functionality "color", individual text data and/or image data are printed.

5. Process according to claim 4, characterized in that, as the functionality different from the functionality "color", individual logistics data are also printed in addition to the individual text data and/or image data.

6. Process according to one or more of claims 3-5, characterized in that, as the
20 functionality different from the functionality "color", fragrances are printed.

7. Process according to one or more of claims 3-6, characterized in that, as the functionality different from the functionality "color", varnishes are printed.

8. Process according to one or more of claims 3-7, characterized in that, as the functionality different from the functionality "color", electrical conductors are printed.

9. Process according to one or more of claims 3-8, characterized in that, as the functionality different from the functionality "color", semiconductor circuits are printed.

5 10. Process according to one or more of Claims 1-9, characterized in that, as printing units (10) for printing the static or unchanging image, offset printing units or gravure printing units or flexographic printing units are used.

11. Process according to one or more of claims 1-10, characterized in that, as printing devices (12, 13) for printing the dynamic or changing image, ink-jet printing devices are used.

10 12. Process according to one or more of claims 1-11, characterized in that, to guarantee an integrated data flow, the printing unit (10) or each printing unit used to print the static or unchanging image and the inline printing device (12, 13) or each inline printing device used to print the dynamic or changing image are controlled manually or automatically by an open-loop or closed-loop control unit (15).

15 13. Process according to one or more of claims 1-12, characterized in that the pressrun of the static or unchanging image is longer than the pressrun of the dynamic or changing image or than that of each of the dynamic or changing images added inline to the static or unchanging image.

20 14. Device for printing on a substrate with at least one printing unit (10) for printing a static or unchanging image, characterized by at least one printing device (12, 13), installed inline with the printing unit (10) or with each printing unit, for individualizing the static image by adding at least one dynamic or changing image.

15. Device according to claim 14, characterized in that the printing unit (10) or each printing unit used to print the static or unchanging image is designed as an offset printing unit or as a gravure printing unit or as a flexographic printing unit.

5 16. Device according to claim 14 or claim 15, characterized in that the printing device (12, 13) or each printing device used to print the dynamic or changing image is designed as an ink-jet printing device.

17. Device according to claim 14 or claim 15, characterized in that the printing device (12, 13) or each printing device used to print the dynamic or changing image is based on the principle of electrophotography, magnetography, electrocoagulation, or ionography.

10 18. Device according to one or more of claims 14-17, characterized by an open-loop or closed-loop control unit (15), which manually or automatically controls the printing unit (10) or each printing unit used to print the static or unchanging image and the printing device (12, 13) or each printing device used to print the dynamic or changing image to guarantee an integrated data flow.

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